Agenda

Retail Promotion Contingency Planning

3/30/99

Purpose:

- **Determine pre-emptive planning considerations and crisis management alternatives for 1st half 2000 retail programs**
- **Assign next steps**

Agenda: Pre-emptive **Planning**

- Price
- Product
- Product with Incentive
- New Packaging

1. What tasks should we consider doing earlier than normal?
   - Printing
   - Staging
   - Distribution
2. What are the budget, timeline and logistic implications?
3. What pre-emptive items could be done, e.g., van kits to tsm's?

Crisis Management Planning

1. Review possible crisis management alternatives for each type of retail program
   - -Consider that disruptions could be limited to certain markets
   - -Should priorities be assigned to critical markets for each brand?
   - -How could we use third parties?
2. What are Madden's contingency plans for an ordering or distribution disruption?
3. Are "Day 0" materials up-to-date for each brand?

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Source: https://www.industrydocuments.ucsf.edu/docs/fzfy0004